MATRIX DRIVEN CENTERS

Delivering great customer service through a contact center is no longer achieved by just a good phone system and someone to pick it up 24/7. Those days are gone and forgotten, however the ones responsible for delivering customer support are still on the front lines. The front-facing agents are the lifeblood of a company but these days being on the frontlines comes with many challenges. These days the contact center customer service performance also impacts most customers buying decisions and loyalty.

These days, the job entails establishing customer relationships based on value and satisfaction and delivering consistently high-quality service to create the ultimate customer experience.

For a Contact center to deliver consistently high-level customer experience today, it begins with implementing the right technology to offer omnichannel customer service options and software to effectively measure metrics and key performance indicators (KPIs) for specific activities. This also helps determine which channels are the most effective including phone, email, live chat, SMS, and social media. The omnichannel customer service approach helps contact centers gain better insight on which communication platform is best suited for delivering quality customer experience.

The most crucial metrics an inbound contact center must measure are as follows:

* Abandoned Call Rate (ACR)
* Average Speed of Answer (ASA)
* Average Handling Time (AHT)
* Average Call Transfer Rate (ACTR)
* First Contact Resolution (FCR)

There are other key metrics that are critical to delivering exceptional customer service, these are more driven by the results of the above crucial metrics. For example:

* Customer Satisfaction Score (CSAT)
* Customer Retention Rate (CRR)
* Customer Churn Rate (CCR)

Although these metrics combined would make for great decision making and training, they are not the end all. Todays contact centers are starting to implement AI (artificial intelligence) and Cloud driven software across multiple channels to be able to quickly improve on the metrics, identify opportunities for improvement and improve the overall customer experience.

The phone is becoming less of a channel every year as customers are adapting to social media, web tools, mobile bots, VR, video chat etc. these channels will see no decline in the near future and we expect other channels will continue to be added to the way the customer will communicate with the contact center.

We are also seeing some hybrids being used that is a combination of self-help apps with virtual agent support and a live monitor. You can be assured there is no stopping how smart these tools will get and how more accustomed the customers will become to adapting to new communication channels.

There is other software being used these days that may be as or even more important than the above metrics and that is behavioral learning software. These programs use big data to do things like better align personalities between the employee and the customer, or create opportunities based on a customer’s buying habits etc. This all adds to the delivery of a better customer service experience.

All these metrics combined is what is moving the contact center from being a cost center to a value-based operation and are essential in managing today’s contact center’s relationship with the customer in order to remain relative and competitive.

The result of a customer’s experience is a direct reflection on the company, so it is critical the contact center has all the technology in place to minimize the time it takes the customer to talk to someone and the agents have the capacity to solve problems, answer questions, and provide what the customer needs quickly and on the very first call. Likewise, it’s imperative for contact centers to enable customers to help themselves. This is achieved by maintaining a comprehensive knowledge base (FAQs) that customers can use as the first line of support.

There are other important driving factors to delivering a great customer service experience and those are creating customer loyalty, exceeding service level expectations, driving company profitability and satisfying the workforce.

In order to be successful in using a contact center, everything must be measured, analyzed and adjusted. By deploying reliable call center analytics software, performance-based results can be accurately measured. With real-time access, the service vendor can immediately identify problems and take appropriate corrective action.

A customer’s experience is made better as all metrics improve. Clear goals and outcomes must be laid out while continuously tracking agent performance. Training that focuses on the most frequent issues that lead to high AHT can also make agents better problem solvers. It also pays to conduct training that can aid in familiarization of the current tools, policies, and processes so they can provide working solutions to even the most complicated problems.

If you would like more information on implementing a metrics driven contact center you can reach us at [info@globalimpactsourcing.com](mailto:info@globalimpactsourcing.com)